

 Invest Northern Ireland Building Locally Competing Globally	Date of Issue:	25/01/2007
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TITLE:	Style guidelines for events on investni.com and nibusinessinfo.co.uk	

Event Title	The full title of the event up to a maximum of 80 characters [do not use block capitals] <i>e.g. - Invest NI Exporting to India Workshop</i> <i>Principles of Marketing in the Public Sector</i>
Summary	A <u>brief</u> description of what the event is about. This must be 1 or 2 sentences up to a maximum of 150 characters.
Description	A <u>full</u> description of what the event is about. This must be 3 or 4 sentences up to a maximum of 250 characters (note: no line breaks or bullet points).
Event Start Date	The start date of the event in the format: dd/mm/yyyy <i>e.g. - 25/12/2007</i> <i>01/02/2007</i>
Event End Date	The end date of the event in the format: dd/mm/yyyy <i>e.g. - 25/12/2007</i> <i>01/02/2007</i>
Event Start Time	The start time of the event in 24 hour clock format: hh:mm <i>e.g. - 09:45</i>
Event End Time	The end time of the event in 24 hour clock format: hh:mm <i>e.g. - 16:30</i>
Location	Location where the event is being held up to a maximum of 80 characters (in the format <i>Venue name, Street, Town</i>) <i>e.g. - Invest NI Head Office, Bedford Street, Belfast</i> <i>The Hilton Hotel, Lanyon Place, Belfast</i>
Organiser	Full name of the organisation hosting the event followed by acronym where appropriate up to a maximum of 80 characters <i>e.g. - Health and Safety Executive Northern Ireland (HSENI)</i> <i>Equality Commission</i>
Contact name	Person to contact for more details or to book the event up to a maximum of 80 characters.
Contact Tel	Number to call for more details or to book the event up to a maximum of 80 characters.
Contact e-mail	Email address for more details or to book the event up to a maximum of 80 characters.
Event Type	Select at least one event type for the event you are submitting from the following list: <ul style="list-style-type: none"> • Breakfasts/Lunches/Dinners • Clinics & Consultants • Conferences • Demonstrations • Exhibitions • Information Sessions

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	<ul style="list-style-type: none"> • Networking • Seminars • Trade Fairs • Workshops <p>(note: up to 3 event types can be selected for each event)</p>
Cost	<p>The cost of the event excluding VAT in number format only. If an event is free enter the digit 0. (note: if there is a cost to attend the event you must provide it otherwise the event will be rejected and you may be removed from our list of authorised contributors) <i>e.g. - 245</i></p>
Cost description	<p>One sentence of additional information regarding the cost of the event up to a maximum of 120 characters. <i>e.g. - 10% discount for 3 or more attendees</i></p>
Target Audience	<p>The types of business people who would be interested in attending the event. This must be a single sentence up to a maximum of 120 characters. <i>e.g. - Businesses interested in exporting to India Women in business or aspiring to start a business</i></p>
County/Region	<p>Select the area the event is happening in from the list provided.</p>
Business Sector	<p>Select the business sector to which the event applies from the list of sectors provided in the list, or if the event applies to more than one sector select the 'All industries' option</p>
Link to event details	<p>You must add a link that will take users to a web page that contains at least one of the following:</p> <ul style="list-style-type: none"> • full details of the event • events section of your website • contact details of the event organiser <p>(note: a link to your homepage will not suffice) <i>e.g. - http://www.nibusinessinfo.co.uk/events http://www.nicci.co.uk/events_diary/?id=158</i></p>